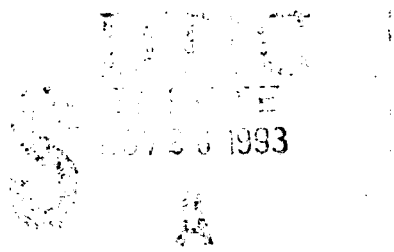


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A SURVEY OF HOW SOLDIERS AND
DEPARTMENT OF DEFENSE CIVILIAN EMPLOYEES
(AGE 18-26) GET THEIR NEWS.

A Thesis Presented to
the Faculty of W. Page Pitt School
of Journalism and Mass Communications
Marshall University



In Partial Fulfillment
of the Requirements for the Degree
Master of Arts in Journalism

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by
Stephen Arthur Gady
November 1993

This Thesis was accepted as meeting the research requirement for the master's degree.

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CHAPTER 1IntroductionBackground of Problem

The question of how government employees received their news took on an increased importance with the downsizing of the military force and the subsequent reduction in budget. The disintegration of the former Soviet Union and allied Soviet Bloc countries, and the shifts to low-intensity conflict and peacekeeping missions are among the topics that have taken on increased importance to those associated with the military.

Although today's soldiers and government employees are better equipped and better educated than ever, the proliferation of mass media can make it difficult to get information to targeted audiences in a timely manner. In addition, budgetary constraints dictated that each dollar is used in the most efficient manner. A question arises: Should the commander saturate the media with the intended message or is it possible to identify the media of choice used by the targeted audience?

Circumstances may dictate that the post commander or other leaders must present command information to the largest possible audience in the least amount of time. Due to constraints, such as budget and time, leaders may want to use just one media source to disseminate information. This

information may be time sensitive or may only be a publication of policy.

Problems to be Investigated

Is there a difference in how government employees, both civilian and military receive their news? What media will best support targeting soldiers and civilian employees working on the post with command information? Does the target audience receive its news or information from a main source or a combination of sources? What is the medium of choice for the targeted age group? Does the medium of choice change, depending on whether the target is a soldier or civilian?

Soldiers and government employees work long, uncertain hours. They experience family separations due to numerous announced and unannounced field exercises. Their primary news source may be the broadcast media. Both are available 24 hours a day and can be updated more frequently than the print media. In times of crisis or uncertainty, broadcast news will provide the most current information prior to a deployment.

The commander may wish to target initial entry employees and soldiers with information about benefits and retention.

Research has suggested that teenagers and young adults

do not consistently use the same media for the same purposes as older adults. It can be difficult to pinpoint media usage for this age group. The purpose of this research project will be to find out how the government employees and soldiers, age 18-26, on Army posts receive their news.

Significance of Study

A function of the public affairs officer is to assist the commander and the leadership of the post in disseminating command information: information that is deemed important by those in charge.

Command information can include such diverse topics as "the Army story," information concerning those who live and work on the installation, Army policy and other information that affects those associated with the Army and the Department of Defense.

As the authorized spokesperson for the commander, the Public Affairs Officer must be able to "get the word out" to the soldiers, civilian employees and their families. This must normally be done in an expeditious manner.

To reach the largest audience with the least expenditure of money and time, the PAO must know the predominant medium of choice. Not knowing may waste money, talent, and resources that could be used elsewhere.

This study will identify the mass media used by the

targeted age group. The information gleaned from the survey will help PAOs and their commanders, resulting in benefits to the young soldiers and employees of the installation.

Statement of Problem

At any Army installation, the Army must occasionally inform two groups of employees between 18 and 26, the soldiers and civilian employees. This targeting may be for information about benefits or retention, or other items of command interest. Is there any difference in how the soldiers and the civilian workers, in this age group, receive their news?

Experimental Hypotheses

H₁: Respondents will rely on television as their main source of news.

Null hypothesis: There will be no differences in how respondents receive their news.

H₂: Civilian employees (age 18-26) are more likely to use radio as a source of news than soldiers are.

Null Hypothesis: There will be no difference in how soldiers and government employees utilize the radio.

H₃: Civilian employees (age 18-26) are more likely to use newspapers as a source of news than soldiers are.

Null Hypothesis: There will be no difference in how soldiers and government employees utilize newspapers.

H₄: Soldiers (age 18-26) are more likely to use newsmagazines as a source of news than civilian employees are.

Null Hypothesis: There will be no difference in how soldiers and government employees utilize newsmagazines.

Assumptions and LimitationsAssumptions

The following assumptions were made for this study. It was critical that the post commander allow the soldiers and government employees to take part in the survey. If the commander had not agreed, the survey site would have had to be relocated. It was assumed the post G-1 (Personnel Officer) would provide a list of soldiers who met the survey criteria. Additionally, the CPO's (Civilian Personnel Officer) permission to survey the civilian population would allow the civilian employees in the target group to participate in the survey. The CPO and the G-1 were not used for this survey.

Instead of the CPO and G-1, the members of the Public Affairs Office, at Fort Benjamin Harrison, helped make contacts and provided administrative support in administering the survey to the target group.

Limitations

There is no "typical" post. Due to monetary and time constraints one Army post was surveyed. The results obtained at Fort Benjamin Harrison may be generalized to the military and civilian population found at other posts.

This generalization may be valid because the soldiers at Fort Benjamin Harrison are there for training, and have come from other worldwide posts. These soldiers may provide

a cross section of all soldiers. This post was also selected because of the large amount of civilian employees working on the installation.

Once the surveys were mailed to the respective PAOs, control over the administration of the instruments was lost. The distribution was in the hands of the PAOs.

Conclusions based on this study are indicative only of those subjects working at Fort Harrison at the time the questionnaires were completed. Results of the research project will need to be replicated at other posts to ensure the generalizability of the findings.

Chapter 2

Review of the Literature

General

News is recent information or recent events, especially as reported in newspapers, on the radio, or television or in newsmagazines (Webster's 675).

According to Wilbur Schramm, news exists in the minds of men. It is not an event; it is something perceived after the event. It is not identical to the event; it is an attempt to reconstruct the essential framework of the event (259).

A person selects news in expectation of one of two rewards. One is related to what Freud calls the "pleasure principle," the other to what he calls the "reality principle" (260). In other words, media users seek immediate or delayed gratification.

The kinds of news that may be expected to furnish immediate gratification are news of crime and corruption, accidents and disasters, sports and recreation, social events, and human interest. Delayed gratification may be expected from news of public affairs, economic matters, social problems, science, education, and health (260).

Responses to these two types of news are called consummatory and anticipatory responses. The first is made

as the consummation of a drive and with the expectation of immediate reward. The second sets up a drive in expectation of danger or delayed reward. One reduces the drive and is therefore pleasant; the other increases a drive and may be painful. The two responses are not always easily differentiated. For example, the dramatic quality in a foreign news story may give an immediate reward, while the content arouses only fear or anticipation of danger (262).

The ability to relate faraway events to future interests is something that develops as character and personality develop (263). This development can be shaped by mass media.

In 1948, Harold D. Lasswell identified three social functions of mass media: (1) surveillance of the environment; (2) correlation of social response to the environment; and, (3) transmission of the social heritage across generations (38+). In 1960, Charles R. Wright took Lasswell's three functions, which were essentially informational, and added entertainment as a fourth function (608).

Gratification Models

According to Elihu Katz, Jay G. Blumler, and Michael Gurevitch, the bulk of the studies, through 1973, in the area of uses and gratifications tended to group along two dimensions; informational-educational and fantasy-escapist.

Informational-educational refers to information for participation in the everyday world. Fantasy-escapist refers to entertainment for withdrawal from the everyday world (523).

In the uses and gratifications model, persons are described as motivated by psychological, social, and socio-cultural influences to use mass media to accomplish particular ends, conceived as "gratifications" (Swanson 238). In other words, people will use various media to satisfy internal needs.

According to Swanson, the audience receives differing amounts of gratification based on their expectations and needs. In the uses and gratifications formulation, the seeking of gratification is conceived to be a significant microsocial determinant of a person's exposure to mass communication. However, anticipated gratification is not the sole determinant of exposure to mass media (238).

Research findings on the expectancy-value theories and gratification, although mixed, suggest clear associations.

Seeking and obtaining gratifications can influence the types and levels of effects that are associated with exposure. People tend to bend or shape media content in ways that serve their own unique needs. Different interpretations of media content can lead to different effects.

Research suggests that gratification seeking is

composed of first-order gratifications (entertainment, surveillance, etc.) and related, yet subordinate, second-order disposition to gratifications from the medium or message (Swanson 238).

Palmgreen, Wenner and Rayburn illustrated the utility of using gratifications obtained to predict viewers' choices of competing news programs. Results of both t-tests and discriminate analysis suggested that the decision to view a particular television news program was strongly related to the perception of gratification obtained (149). Palmgreen et al. contend that gratification-behavior is at work in varying degrees in different audience members (156).

Becker, who identified three dimensions of audience gratification - surveillance/guidance, communicatory utility/excitement/re-inforcement, and media avoidance, suggests these three basic constructs comprise an exhaustive list of the dimensions of media gratification.

The surveillance/guidance dimension reflects the extent to which individuals use the mass media for help in obtaining information related to decision-making and for keeping track of current events (McDonald and Glynn 542).

Communicatory utility/excitement/reinforcement measures relief from daily routines, discussion of media presentations with others and absorbing those presentations into daily life. Media avoidance denotes the tendency not to use the mass media (McDonald and Glynn 542).

Media Usage

Rubin suggests that there are two types of television users, those who use television for time consumption and those who use it for non-escapist, information seeking (37). Studies conducted by Bradbury and Felsenthal indicate that there are differences between cable subscribers and non-cable subscribers. These differences are in regards to program choices, media usage patterns, and gratification derived from television viewing as well as demographic and lifestyle variations (qtd. in Bradbury and Felsenthal ERIC 1991).

Towers' research suggests that magazines, even news magazines, are measurably different from newspapers in terms of media gratification (qtd. in "Adult Readership" ERIC 1987). Newspaper readers looked to the newspapers for news and information that was more localized. Magazine readers were looking for news and information about issues outside the local area.

Towers also studied "Weekday and Sunday Newspaper Readership and Some Uses and Gratifications." His research shows that subscribers who read both weekday and Sunday newspapers tend to have a strong generalized orientation toward surveillance of the environment. Nonreaders, those who did not subscribe to newspapers or rarely read them, tended to view the newspaper as a diversion to pass time.

Single copy readers use newspapers as an interaction tool for finding something to talk about. Sunday newspaper single issue subscribers are more oriented toward the surveillance notion of understanding what is going on (qtd. in "Weekday" ERIC 1984)

Interested in television news, Towers studied the uses and gratifications of the television news audiences. His research suggests that watching both local and national early evening news programs is related to surveillance of the environment while watching television in general is related to diversion. The local early evening news is related to diversion and acquiring materials for personal discussions, while watching early evening national news is more related to interaction with the larger social environment (qtd. in "Some Uses" ERIC 1984). A person's background and upbringing can determine what form of media they may use.

Woal's research suggests that listeners of low socioeconomic status view all-news radio as a source of both information and entertainment. One interpretation of this conclusion is that listening to the radio does not require the expenditure of intellectual effort or money and is therefore easily accessible to people of a low SES (qtd in ERIC 1982).

Montague found that those who are most likely to consider television extremely important are those who are

most likely to live alone or in poverty (18). Demographics and lifestyles may affect the amount of time spent with mass media.

According to a study by Wynter, television viewing preferences of blacks and Hispanics are different from those of the nation as a whole (B1). Background and upbringing are not the only factors that determine media usage. Age, among other factors, can impact media usage.

B.G. Yovovich writes that "teens have traditionally played hide-and-seek with the mass media" (53). According to the studies of Cathy J. Cobb-Walgreen, teenagers are an important market that is not easily reached. Teenagers spend 18% less time with television and 17% less time with radio than do adults. They read fewer magazines than their adult counterparts, and they are less likely to be exposed to a daily newspaper. In fact, on an average weekday, 59% of all teenagers do not even pick up a newspaper (340).

According to Astor, newspapers must continually renew themselves with young readers in order to survive (46). A survey by Garneau indicates that younger Americans know less and care less about politics than older Americans. The survey suggests a link between young people's apathy and ignorance of public affairs and their growing dependence on television as their primary source of information (18). This may be demonstrated by the findings of Foisie. His studies suggest that both local evening and late newscasts

have shown a slight decline in ratings (30). Despite this small trend reduction, mass media usage is increasing.

A survey by Young & Rubicam indicates that on an average, U.S. adults devote eight hours a day to the media. Three hours and 45 minutes are devoted to TV, three hours and 21 minutes toward radio, 34 minutes toward newspapers, and 20 minutes toward magazines (Bradley 4). Newspapers' slight gain in readership in 1991 may signal a reversal of the declining readership experienced in the past twenty years ("Weekday Newspaper" 45). Although this study covered overall media usage, not news viewing, the results indicate that television may be the most used medium.

Towers' research on newspaper readership indicates that daily newspaper readership is related to information orientation. His results also indicate that this linkage between daily newspaper readership and information orientation is weakest in the 18-29 age group (qtd. in "Newspaper Research" ERIC 1982). Young adults may still be trying to decide which media satisfy their informational needs. Recent research indicates that media usage may be based on differing factors.

Kirsch's study of newspaper usage among young adults suggests: that education level is strongly related to how often the young adults (age 21-25) read newspapers; males read the newspaper more frequently than females; more than 80% of the young people surveyed read the newspaper; and

there is no correlation between newspaper readership and usage of the other media (qtd. in Kirsch ERIC 1988).

According to research conducted as part of the Army Communications Objectives Measurement System, patterns of overall media usage suggest that regular newspaper and radio usage are most frequent among young adults, though more hours are spent watching television than reading the newspaper. There is little correlation associated with youths' regular television viewing, radio listening, and both magazine and newspaper reading (Nieva and Gaertner 9). In other words, no presumptions can be made concerning young adult media usage based on other media used.

Summary

Older teenagers and young adults appear to be fickle and "play hide and seek" with the media (Yovovich 53). More information is needed to determine which media young adults are using for their receipt of news.

Astor's research indicated television is the most used medium for this age group (18). Towers' research indicated those who are concerned with local news will turn to local news outlets such as newspapers and radio. People looking for news and information about issues outside the local area may turn to newsmagazines (qtd. in "Adult Readership" ERIC 1987).

This age group appears to have similar media habits

when compared with adults. However, current research has not been able to pinpoint a definitive trend.

A commander must keep the soldiers and civilian employees informed. In order to accomplish this, commanders need more information about the media habits of this age group. This will assist in the dissemination of news and command information.

Leaders must be able to motivate subordinates and provide sound direction and purpose even when the situation is uncertain (FM 7-71 viii). The ability to pinpoint media usage of the young adults may help leaders provide information and direction to their charges.

Chapter 3

Background of the Study

Design of the Study

The study consisted of a survey of 66 questions. The questionnaire was originally designed by Dr. Wayne Towers to determine individuals' uses and gratifications when using the mass media. This modification of his original survey will allow the researcher to learn which of the various mass media, such as television, radio, newspapers and newsmagazines, are used for news.

Towers grouped his 14 questions into three clusters. They are interaction, diversion, and surveillance. Questions three, four, ten and twelve deal with interaction. Questions five, six, eight, nine, eleven, and thirteen were concerned with diversion. The remainder of the questions, one, two, seven, and fourteen, were designed to measure surveillance.

Due to the scope of this research, and the nature of the hypotheses, this study was interested in the responses from the subjects that indicate surveillance. The problem statement did not support the need to discover media and subject interaction/diversion.

Interpretation of the sixteen surveillance questions should show where the soldiers and government civilians (age 18 - 26) get their news.

Sources of Data

The universe was the soldiers and civilians (age 18 - 26) at Fort Benjamin Harrison, Indiana. This post was selected due to the large numbers of civilians working on post, and the availability of large groups of young soldiers. The sample was a selection of 125 men and women each from the civilian employee and military population. Major Holt and Mrs. Virginia Johnson (U.S. Soldier Support Center public affairs officer and Defense Finance & Accounting Center public affairs officer respectively) volunteered to assist in the study and selected 125 subjects each.

Fort Benjamin Harrison provided the necessary numbers of subjects, especially civilians, to ensure that the sample size was large enough to offer a sample similar in size to that available through the military and to help ensure that both groups were equal.

Procedures for collecting data and instrumentsCollection of Data

One hundred and twenty-five surveys were sent to both Major Holt and Mrs. Johnson at Fort Benjamin Harrison. They were requested to distribute the surveys to subjects in the age group. Respondents were to complete the questionnaire voluntarily.

The surveys were given to selected civilians and

soldiers working at the Defense Finance and Accounting Center or attending military schools at the post. The survey was designed so that the pages could be stapled randomly to lessen the order effect of the instrument and thus increase reliability.

Of 250 surveys mailed, 219 surveys were returned, a return rate of 87.6%. Five surveys were discarded because the subjects did not meet the age search criteria. Of the original 250 surveys, 214 were included in the study. This was an 85.6% return rate. Of the 214 surveys, 107 surveys were returned by the respective PAOs of each group.

The results were manually keyboarded into the computer and a statistical analysis was conducted to determine whether there is a significant difference between how civilians and soldiers get their news. In addition to a simple correlation, the statistical analyses included analysis of variance (ANOVA), regression analysis, frequencies and means.

Instrument

The primary instrument for collecting data was adapted from the one developed by Dr. Wayne M. Towers, a professor at San Diego State University. The instrument was used for his dissertation studying uses and gratifications of media and has been successfully used by other researchers (Towers, interview).

The modified instrument consists of 66 statements arranged in five sections. Sections one through four consist of fifteen statements each. These statements, which are identical for the first four sections, were intended to measure the uses and gratifications of various media by the respondents. The questions were designed along a five-point Likert scale and were specifically designed to collect data regarding each hypothesis advanced earlier. One statement in each of the first four pages allows the respondents to indicate that they did not use a particular media source. If this statement was marked, the next fourteen statements were not answered.

Section five, which consisted of six statements, was designed to collect information about the subjects' sex, age, pay grade, education level and ethnic background.

This information was requested to provide a profile of the respondents. Respondents answered the first five statements by circling the appropriate response. The last question, which asked for the respondents' pay grade, was a completion question (Appendix).

Final testing of the instrument for readability was conducted. This was done utilizing the Flesch-Kincaid readability test, and Gunning's Fog Index (Grammatik 5, 1992).

The results indicate the readability of the instrument was 73 for the Flesch reading ease, based on a scale of 0-

100. Because as the score lowers the level of difficulty increases, a score of 73 suggests the writing was "fairly easy" for someone with at least a fifth or sixth grade education. Gunning's Fog Index indicated that someone with an eighth grade education could easily understand what was written (Grammatik V).

Treatment of Data

Sixty-six variables were analyzed by the VAX computer system at Marshall University using the Statistical Analysis System (SAS, 1989). The data were processed to create a simple correlation matrix to measure the co-relation between any of the sixty-six variables and to compare the two samples.

Statistical findings were considered significant if they yielded a probability of $P < .05$. After the correlation was run, the ANOVA, regression analysis, and factor analysis were completed. The means of the variables relating to the hypotheses were also calculated. Dr. Steven Banks, associate professor, curriculum and instructional support at Marshall University, was consulted to conduct the statistical analysis.

Chapter 4FindingsResults

As can be seen in table 1, the average civilian respondent was an entry level employee, 22.8 years of age, with some college education. The average military respondent was an enlisted soldier, 21.04 years of age, with some college education.

This research suggests there were no significant differences in how soldiers or civilian government employees (age 18-26) received their news. Table two through table five show the minor differences between the mean responses of the two groups. Although not statistically significant, there are some noteworthy trends.

Based on the mean responses for the surveillance questions, the two groups are very similar in their use of television for news. This information may be found in tables 2 and 6. Although not statistically significant, the data indicates that respondents relied on television as their main source of news.

Although television had the highest mean responses to the surveillance questions, newspaper usage for receipt of news followed closely. As can be seen in table 7, the mean response for newspaper usage is similar to that of television usage.

Table 1
Demographics*

	Civilian	Military
Sex (M/F)	14.9/35.51%(31/76)	28.97/21.03%(62/45)
Age 18	0	12
19	05	21
20	15	26
21	12	10
22	12	10
23	17	06
24	20	10
25	18	03
26	08	09
(mean)	22.8yrs	21.04yrs
Pay grade		
Entry Level	53	101
Supervisory	52	06
Ethnic Asian	02	04
Black	44	23
Hispanic	01	12
Caucasian	55	64
Other	03	03
Education		
Some High School	0	01
High School Grad	0	07
Some College	42	34
College Grad	48	52
Post-Grad studies	16	11

* not all respondents answered all demographic questions.

To summarize the mean responses, the medium of choice for both groups is the same. Both the government employees and soldiers indicated that they prefer television over the other media for their receipt of news. This was followed by newspapers as a secondary source.

Table 2
Mean responses for Uses and Gratifications - TV*

	Civ	Mil
1. Get immediate knowledge of big news events.	4.12	4.17
2. Keep me informed about what is happening in my local community.	3.77	3.72
3. Understand what is going on.	3.93	3.93
4. Find issues affecting people like myself.	3.84	3.75
5. Just pass the time.	3.81	3.92
6. Be entertained.	4.21	4.18
7. Get dramatic, exciting and entertaining news.	4.21	4.16
8. Be happy.	3.03	3.21
9. By being my friend when I am alone.	2.94	2.90
10. Find interesting or unusual stories that I can tell to others.	3.6	3.45
11. Improve the quality of my lifestyle.	2.87	2.97
12. Get information to pass on to other people.	3.54	3.30
13. Find products through advertisements.	3.48	3.42
14. Get information on things I've seen such as movies, sports events or accidents.	3.75	3.56

* mean response based on a five-point Likert scale ranging from strongly disagree (1) to strongly agree (5).

Table 3
Mean responses for Uses and Gratifications - Newsmagazines*

	Civ	Mil
1. Get immediate knowledge of big news events.	3.64	3.78
2. Keep me informed about what is happening in my local community.	2.12	2.42
3. Understand what is going on.	2.59	2.99
4. Find issues affecting people like myself.	2.53	3.01
5. Just pass the time.	3.46	3.52
6. Be entertained.	2.18	2.87
7. Get dramatic, exciting and entertaining news.	3.61	3.64
8. Be happy.	1.82	2.27
9. By being my friend when I am alone.	2.50	2.49
10. Find interesting or unusual stories that I can tell to others.	2.42	2.76
11. Improve the quality of my lifestyle.	3.14	3.25
12. Get information to pass on to other people.	2.53	2.75
13. Find products through advertisements.	3.26	3.12
14. Get information on things I've seen such as movies, sports events or accidents.	2.58	2.88

* mean response based on a five-point Likert scale ranging from strongly disagree (1) to strongly agree (5).

Table 4
Mean responses for Uses and Gratifications - Radio*

	Civ	Mil
1. Get immediate knowledge of big news events.	3.60	3.10
2. Keep me informed about what is happening in my local community.	3.56	3.03
3. Understand what is going on.	3.40	3.13
4. Find issues affecting people like myself.	3.30	2.98
5. Just pass the time.	4.08	4.19
6. Be entertained.	4.40	4.54
7. Get dramatic, exciting and entertaining news.	3.22	2.84
8. Be happy.	3.51	3.91
9. By being my friend when I am alone.	2.94	3.15
10. Find interesting or unusual stories that I can tell to others.	3.03	2.79
11. Improve the quality of my lifestyle.	2.63	2.76
12. Get information to pass on to other people.	3.18	3.07
13. Find products through advertisements.	2.83	2.86
14. Get information on things I've seen such as movies, sports events or accidents.	2.99	2.80

* mean response based on a five-point Likert scale ranging from strongly disagree (1) to strongly agree(5).

Table 5
Mean responses for Uses and Gratifications - Newspapers*

	Civ	Mil
1. Get immediate knowledge of big news events.	4.34	4.26
2. Keep me informed about what is happening in my local community.	4.01	3.70
3. Understand what is going on.	4.25	4.01
4. Find issues affecting people like myself.	3.72	3.64
5. Just pass the time.	3.40	2.97
6. Be entertained.	2.95	3.21
7. Get dramatic, exciting and entertaining news.	3.69	3.25
8. Be happy.	2.31	2.34
9. By being my friend when I am alone.	2.33	2.17
10. Find interesting or unusual stories that I can tell to others.	3.33	3.23
11. Improve the quality of my lifestyle.	3.07	3.19
12. Get information to pass on to other people.	3.41	3.32
13. Find products through advertisements.	3.34	3.36
14. Get information on things I've seen such as movies, sports events or accidents.	3.41	3.45

* mean response based on a five-point Likert scale ranging from strongly disagree (1) to strongly agree (5).

Table 6
Mean responses for Surveillance - TV*

	Civ	Mil
1. Get immediate knowledge of big news events.	4.12	4.17
2. Keep me informed about what is happening in my local community.	3.77	3.72
7. Get dramatic, exciting and entertaining news.	4.21	4.16
14. Get information on things I've seen such as movies, sports events or accidents.	3.75	3.56
mean response - surveillance	3.96	3.90

* mean response based on a five-point Likert scale.

Table 7
Mean responses for Surveillance - Newspapers*

	Civ	Mil
1. Get immediate knowledge of big news events.	4.34	4.26
2. Keep me informed about what is happening in my local community.	4.01	3.70
7. Get dramatic, exciting and entertaining news.	3.69	3.25
14. Get information on things I've seen such as movies, sports events or accidents.	3.41	3.45
mean response - surveillance	3.86	3.67

* mean response based on a five-point Likert scale.

Table 8 shows the breakdown, by group, of the respondents who do not use a particular medium. Only four civilians and three soldiers indicated that they did not listen to the radio.

Table 8

Non-utilization of Medium

	Civilians % (Total)*	Soldiers % (Total)*
DNLR**	.01%(04)	.01%(03)
DNWTV**	.01%(03)	.02%(06)
DNRNEWS**	.05%(11)	.04%(09)
DNRMAGS**	.16%(36)	.1%(22)

* Percentages shown are for the total population.

** DNLR = does not listen to radio; DNWTV = does not watch TV; DNRNEWS = does not read newspapers; DNRMAGS = does not read newsmagazines.

Television was used by almost as many respondents as was radio. Nine subjects, three civilians and six soldiers, did not watch television. Eleven civilians and nine soldiers did not read the newspaper.

A total of fifty-eight subjects did not read newsmagazines. Thirty-six civilians and twenty-two soldiers did not utilize this medium.

When comparing the different media to each other, there were no statistically significant differences when comparing

media usage between civilians and soldiers.

Overall, radio and television were used by almost the same number of civilians and soldiers. Newsmagazines were the least used medium when compared to the other media.

The results show that newspapers are utilized less frequently than radio and television. This is based on the number of respondents who indicated they do not read the newspaper. However, of the subjects who do read the newspaper, 90% use it for news. Table 9 provides a breakdown of media usage for news, by medium.

Even though most of the subjects listened to the radio, only 56.52% listened to radio for news. Results suggest that 83.42% of the respondents use television for news. Only 61.15% of the subjects indicated that they used newsmagazines for news.

Tables 9, 10, 11, and 12 are based on the percentage of respondents who indicated that they used a certain medium for their receipt of news. Table 9 was specifically quoted because the first question on each of the first four pages of the questionnaire asks whether the respondent uses that particular medium to get the "big news."

Table 13 suggests, based on mean responses, civilian employees use the radio for news more than soldiers. Additionally, table 4 suggests that the civilian's mean responses indicate that they use radio to meet more of their needs than the soldiers.

Table 9*

Use medium for information on major current events

	Civilians % (Total)*	Soldiers % (Total)*
Use TV for News	42.44%(87)	40.98%(84)
Use Newsmagazines for news	29.94%(47)	31.21%(49)
Use Radio for News	32.85%(68)	23.67%(49)
Use Newspapers for news	45.92%(90)	44.9%(88)

* Percentages shown are for the total population. Data shown are based on answers for first question found on first four pages of the questionnaire.

Civilian employees are more likely to indicate radio as a source of news than their military counterparts.

As indicated in table 8, civilians may use newspapers slightly less frequently than soldiers. Table 7 shows that on three of the four surveillance concepts, civilian employees are more likely to use newspapers as a source of news than the soldiers in the same age group.

Tables 3 and 14 lend support to the fourth hypothesis. These two tables indicate without statistical significance, that soldiers use newsmagazines more frequently for news than their civilian counterparts. The military respondents' mean answers were slightly higher than the civilian respondents in 12 of the 14 questions.

Table 10*
Use medium for information on community

	Civilians % (Total)*	Soldiers % (Total)*
Use TV for News	32.24%(69)	29.44%(63)
Use Newsmagazines for news	15.02%(32)	15.49%(33)
Use Radio for News	33.18%(71)	24.30%(52)
Use Newspapers for news	42.99%(92)	35.98(77)

* Percentages shown are for the total sample. Data shown are based on answers for second question found on the first four pages of the questionnaire.

Table 11*
Use medium for dramatic exciting stories

	Civilians % (Total)*	Soldiers % (Total)*
Use TV for News	44.61%(91)	39.22%(80)
Use Newsmagazines for news	28.67%(45)	36.30%(57)
Use Radio for News	25.61%(53)	14.01%(29)
Use Newspapers for news	31.61%(61)	25.91(50)

* Percentages shown are for the total population. Data shown are based on answers for seventh question found on the first four pages of the questionnaire.

Table 12*
Use medium to get information

	Civilians % (Total)*	Soldiers % (Total)*
Use TV for News	30.98%(66)	32.39%(69)
Use Newsmagazines for news	24.88%(53)	25.82%(55)
Use Radio for News	22.11%(46)	15.38%(32)
Use Newspapers for news	31.77%(68)	31.31(67)

* Percentages shown are for the total population. Data shown are based on answers for last question found on the first four pages of the questionnaire.

Table 13
Mean responses for Surveillance - Radio*

	Civ	Mil
1. Get immediate knowledge of big news events.	3.60	3.10
2. Keep me informed about what is happening in my local community.	3.56	3.03
7. Get dramatic, exciting and entertaining news.	3.22	2.84
14. Get information on things I've seen such as movies, sports events or accidents.	2.99	2.80
mean response - surveillance	3.34	2.94

* mean response based on a five-point Likert scale.

Table 14
Mean responses for Surveillance - Newsmagazines*

	Civ	Mil
1. Get immediate knowledge of big news events.	3.64	3.78
2. Keep me informed about what is happening in my local community.	2.12	2.42
7. Get dramatic, exciting and entertaining news.	3.61	3.64
14. Get information on things I've seen such as movies, sports events or accidents.	2.58	2.88
mean response - surveillance	2.99	3.18

All of the values for the statistical analysis, as they related to the items of surveillance, and ultimately to the hypothesis were greater than .05 probability level. Because of this, these results were not significant.

A regression analysis was conducted in order to see if any of the surveillance or demographic variables could be used to significantly predict another variable.

Table 15 indicates those predictor variables. This information includes B values and P values.

Table 15
Predictor Variables *

Ind. Var	Dep. Var.	B value	P value
Q1	Q16	-.172	.0005
Q1	Q21	.124	.038
Q14	Q42	.199	.011
Q15	Q1	.242	.028
Q15	Q43	.479	.0002
Q15	Q44	-.3	.013
Q16	Q43	-.37	.049
Q21	Q35	.184	.017
Q28	Q56	.443	.0001
Q29	Q43	.322	.035
Q30	Q56	-.272	.011
Q35	Q1	-.311	.036
Q42	Q14	.251	.011
Q42	Q29	.264	.003
Q49	Q35	.26	.004
Q49	Q43	.345	.048
Q56	Q14	.188	.029
GROUP	Q43	.157	.027
GROUP	Q44	-.184	.002
GROUP	Q49	-.087	.016
AGE	Q14	-.488	.036
EDUC	Q7	.145	.031
EDUC	Q21	-.154	.019

*Q refers to question number from the survey.

Chapter 5ConclusionsSummary

Based on the data received from respondents, the null hypothesis are accepted. The findings indicated there were no statistically significant differences between how soldiers and civilians working on Fort Benjamin Harrison received their news.

Both groups appeared to have common media habits. There were no statistically significant differences between the two groups. When comparing the mean answers supplied by the subjects, there were slight differences in their media habits.

Overall, the data indicated that both radio and television were used more often than newspapers and newsmagazines. However, television and newspapers appeared to be used more often as a major source of news.

There were no statistically significant findings to support the hypothesis that one group prefers one medium over another when it comes to receiving news. However, the results of the survey offered a glimpse into the media habits of the two groups.

Both civilians and soldiers appeared to use television as their main source of news. Tables 2 and 6 suggested that both groups of subjects use television for the same uses and

gratifications. Newspapers were also used as a secondary source of news.

The results shown in tables 8 and 10 suggest that while newspapers were not used as much as television and radio, they were highly ranked as being used as a source of news. This may indicate that the civilians and soldiers should be reached by television or newspapers or a combination of the both. This saturation should reach a large portion of the audience.

Radio appears to be favored by the civilians. The civilians' responses were higher in more than half of the questions found in table 3. This may be explained by the traditional use of offices by the civilians and the use of radios as background while working. The soldiers, who were in a training environment, may not have as much opportunity to listen to the radio due to classes and studies.

Soldiers appear to use newsmagazines more than the civilians for receipt of news. Table 2 shows that the soldiers' responses were higher than the civilians' in 12 out of the 14 questions. This may be explained by a desire to learn more about the area they came from or will be posted to. The newsmagazines may offer them the opportunity to keep abreast of the region they are interested in.

The predictor variables as shown in table 15 may assist the public affairs officer in selecting media for this age group. The results indicate that the soldiers use

newspapers to get immediate knowledge of major current events more than the civilians.

Conversely, the civilians may use newspapers more than the soldiers for information about the local community and to read dramatic and exciting stories.

Age may be a predictor variable when looking at civilians and soldiers and how they use television to get information on things that they have seen. The results indicate that the older subjects do not use television for this purpose as much as the younger subjects.

Results indicate that those who have more education will use television to see dramatic exciting stories. Those with more education tend to not view newsmagazines as a source of dramatic exciting news.

Discussion

The ability to identify how soldiers and civilians receive their news will allow commanders and public affairs personnel to streamline information that must be disseminated. Based on this research, there is no significant difference in how these two groups receive their news.

Based on the results, television will best support the need to target civilians and soldiers working on the post. However, the results indicate that the use of television and newspapers for information may reach a majority of the

targeted audience.

It appears that if timely dissemination is needed, television may be the best medium to use because of its immediacy. If time is not an issue, newspapers may be used to pass on the information or to augment the use of television. Either medium, separately or together, may reach the greatest number of the intended group.

Looking at the sample breakdown by sex, there appears to be a preponderance of female civilians and male soldiers. This may be explained by the fact that the civilian sample is from a field that is traditionally highly clerical. The military has historically been a male-dominated field. This would tend to explain the higher male to female ratio for both groups.

The sample of soldiers shows that it contains more subjects in the 18 - 20 age group. This may be explained by the fact that the military requires only a high school diploma or GED equivalent. Those who are looking for a job right out of high school may find it easier to join the military.

Additionally, with the current downsizing, former soldiers may exit the military and enter the civilian workforce. A civilian position working on a military post may be attractive to the former soldiers. The former soldiers have the additional benefit of having preference in the civil service system because of prior military

experience.

The differences in the ethnic breakdown may be explained by the demographics of the Indianapolis area. The small numbers of some minority groups reflects the population living in the Fort Benjamin Harrison area.

The public affairs officer may find the predictor variables useful in determining media choice when targeting young adults working for the military.

Future Research

There are at least two areas of study that may be pursued in view of these findings. First, this study needs to be replicated at different military installations to confirm or deny these findings. Besides other training posts, a survey of divisional units would allow comparison of different posts. The particular mission of a post may influence how the civilians and soldiers at that location receive their news.

Second, this study did not focus on what uses and gratifications the respondents received from the various media. Knowing why subjects turn to a particular medium may prove to be worthwhile.

Future researchers may wish to word the survey to determine either "current" media usage, or media usage based on past experiences.

HOW DO YOU GET YOUR NEWS?

By completing this survey, you will assist me in finding out how soldiers and government civilians, age 18-26, get their news. The results may be used to assist commanders in determining the best way to disseminate information to members of your age group.

This survey is divided into five sections. The first four sections contain 14 questions each. Each of these sections provides a list of why others have said that they use various forms of the mass media. Each person has different reasons and all are important. Please tell me whether you agree or disagree with each statement by circling a number between one and five. ***One (1) means that you strongly disagree and five (5) means that you strongly agree with the statement.***

The last section consists of six questions that will assist me in developing a profile of those who complete the survey. ***Please circle the appropriate response, or write it in as required.***

This survey is being administered as partial fulfillment of the graduation requirements associated with a master's degree in journalism at Marshall University, Huntington, West Virginia.

You will not be asked to identify yourself. All I ask is that you answer honestly. Thank you for your help and time.

Stephen A. Gady
Captain, Special Forces

Please use the following numerical code when responding to questions 1-56. Circle your response.

Strongly disagree	Disagree	No opinion	Agree	Strongly agree
(1)	(2)	(3)	(4)	(5)

I watch television news to . . .

- | | | | | | |
|---|---|---|---|---|---|
| 1. Get immediate knowledge of big news events. | 1 | 2 | 3 | 4 | 5 |
| 2. Keep me informed about what is happening in my local community. | 1 | 2 | 3 | 4 | 5 |
| 3. Understand what is going on. | 1 | 2 | 3 | 4 | 5 |
| 4. Find issues affecting people like myself. | 1 | 2 | 3 | 4 | 5 |
| 5. Just pass the time. | 1 | 2 | 3 | 4 | 5 |
| 6. Be entertained. | 1 | 2 | 3 | 4 | 5 |
| 7. Get dramatic, exciting and entertaining news. | 1 | 2 | 3 | 4 | 5 |
| 8. Be happy. | 1 | 2 | 3 | 4 | 5 |
| 9. By being my friend when I am alone. | 1 | 2 | 3 | 4 | 5 |
| 10. Find interesting or unusual stories that I can tell to others. | 1 | 2 | 3 | 4 | 5 |
| 11. Improve the quality of my lifestyle. | 1 | 2 | 3 | 4 | 5 |
| 12. Get information to pass on to other people. | 1 | 2 | 3 | 4 | 5 |
| 13. Find products through advertisements. | 1 | 2 | 3 | 4 | 5 |
| 14. Get information on things I've seen such as movies, sports events or accidents. | 1 | 2 | 3 | 4 | 5 |

Please go to the next page.

Please use the following numerical code when responding to questions 1-56. Circle your response.

Strongly disagree Disagree No opinion Agree Strongly agree

(1) (2) (3) (4) (5)

I listen to radio news to . . .

- | | | | | | |
|--|---|---|---|---|---|
| 15. Get immediate knowledge of big news events. | 1 | 2 | 3 | 4 | 5 |
| 16. Keep me informed about what is happening
in my local community. | 1 | 2 | 3 | 4 | 5 |
| 17. Understand what is going on. | 1 | 2 | 3 | 4 | 5 |
| 18. Find issues affecting people like myself. | 1 | 2 | 3 | 4 | 5 |
| 19. Just pass the time. | 1 | 2 | 3 | 4 | 5 |
| 20. Be entertained. | 1 | 2 | 3 | 4 | 5 |
| 21. Get dramatic, exciting and entertaining news. | 1 | 2 | 3 | 4 | 5 |
| 22. Be happy. | 1 | 2 | 3 | 4 | 5 |
| 23. By being my friend when I am alone. | 1 | 2 | 3 | 4 | 5 |
| 24. Find interesting or unusual stories that
I can tell to others. | 1 | 2 | 3 | 4 | 5 |
| 25. Improve the quality of my lifestyle. | 1 | 2 | 3 | 4 | 5 |
| 26. Get information to pass on to other people. | 1 | 2 | 3 | 4 | 5 |
| 27. Find products through advertisements. | 1 | 2 | 3 | 4 | 5 |
| 28. Get information on things I've seen such as
movies, sports events or accidents. | 1 | 2 | 3 | 4 | 5 |

Please go to the next page.

Please use the following numerical code when responding to questions 1-56. Circle your response.

Strongly disagree	Disagree	No opinion	Agree	Strongly agree
(1)	(2)	(3)	(4)	(5)

I read newspapers to . . .

29. Get immediate knowledge of big news events.	1	2	3	4	5
30. Keep me informed about what is happening in my local community.	1	2	3	4	5
31. Understand what is going on.	1	2	3	4	5
32. Find issues affecting people like myself.	1	2	3	4	5
33. Just pass the time.	1	2	3	4	5
34. Be entertained.	1	2	3	4	5
35. Get dramatic, exciting and entertaining news.	1	2	3	4	5
36. Be happy.	1	2	3	4	5
37. By being my friend when I am alone.	1	2	3	4	5
38. Find interesting or unusual stories that I can tell to others.	1	2	3	4	5
39. Improve the quality of my lifestyle.	1	2	3	4	5
40. Get information to pass on to other people.	1	2	3	4	5
41. Find products through advertisements.	1	2	3	4	5
42. Get information on things I've seen such as movies, sports events or accidents.	1	2	3	4	5

Please go to the next page.

Please use the following numerical code when responding to questions 1-56. Circle your response.

Strongly disagree Disagree No opinion Agree Strongly agree

(1)

(2)

(3)

(4)

(5)

I read newsmagazines (*Time*, *Newsweek*, etc.) to . . .

- | | | | | | |
|--|---|---|---|---|---|
| 43. Get immediate knowledge of big news events. | 1 | 2 | 3 | 4 | 5 |
| 44. Keep me informed about what is happening
in my local community. | 1 | 2 | 3 | 4 | 5 |
| 45. Understand what is going on. | 1 | 2 | 3 | 4 | 5 |
| 46. Find issues affecting people like myself. | 1 | 2 | 3 | 4 | 5 |
| 47. Just pass the time. | 1 | 2 | 3 | 4 | 5 |
| 48. Be entertained. | 1 | 2 | 3 | 4 | 5 |
| 49. Get dramatic, exciting and entertaining news. | 1 | 2 | 3 | 4 | 5 |
| 50. Be happy. | 1 | 2 | 3 | 4 | 5 |
| 51. By being my friend when I am alone. | 1 | 2 | 3 | 4 | 5 |
| 52. Find interesting or unusual stories that
I can tell to others. | 1 | 2 | 3 | 4 | 5 |
| 53. Improve the quality of my lifestyle. | 1 | 2 | 3 | 4 | 5 |
| 54. Get information to pass on to other people. | 1 | 2 | 3 | 4 | 5 |
| 55. Find products through advertisements. | 1 | 2 | 3 | 4 | 5 |
| 56. Get information on things I've seen such as
movies, sports events or accidents. | 1 | 2 | 3 | 4 | 5 |

Please go to the next page.

Questions 57-62 are intended to find out more about you.
Please circle or fill in your response as appropriate.

57. I am: a. Male b. Female.
58. My age group is: a. 18-20 b. 21-23 c. 24-26.
59. I am a: a. Military member b. Civilian employee.
60. My education level is: a. Some high school
b. High school graduate
c. Some college
d. College graduate
e. Post-graduate studies or degrees
61. My ethnic background can best be described as a. Asian
b. Black
c. Hispanic
d. Caucasian
e. Other
62. My pay grade is: _____ .

STOP

THIS CONCLUDES THE SURVEY

Thank you very much for your time
and cooperation.

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